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# Inside Information

U.S. DEPT. OF AGRICULTURE  
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United States Department  
of Agriculture

Office of Information

Washington, D.C. 20250

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## INSIDE THIS "INSIDE"

PROCUREMENT SECTION  
CURRENT SERIAL RECORDS

Page

U.S. Dept. of Agriculture's 1987 Yearbook, "Our American Land," released.....	2
A list of Agriculture Yearbooks currently available--titles and prices.....	2
USDA's 64th Annual Agricultural Outlook Conference to be held December 1-3....	2
USDA's National Ag Library and Extension Service establish rural info center..	3
Utah State University Cooperative Extension needs a communication specialist..	3
USDA/CSRS Office of Small-Scale Agriculture publishing electronic newsletter..	4
Commemorative book of letters and gift planned by USDA's Extension Service....	4
USDA's Extension Service hires public affairs specialist from North Dakota....	4
New Mexico State University's Ag Info has an opening for a media specialist...4	
University of Arizona, College of Agriculture seeks communications director...5	
University of Arizona, Ag College also seeks assistant info specialist.....5	
U.S. Government Printing Office has developed a regional training "package"...5	
USDA's Agricultural Research Service seeks public affairs specialist.....6	
Director of USDA's Office of Information plans to leave post on Dec. 5.....6	
Agricultural communicators win NAGC awards in national competition.....6	
Two from USDA named officers of National Assoc. of Gov't Communicators.....7	
Calendar of upcoming communications events.....	8

INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Individual items are sent electronically throughout the month to offices on the agricultural information network on the Dialcom Incorporated computer system. These items are then printed at the end of the month for distribution to all offices, including those which do not have access to the Dialcom mail network. Any items, comments or inquiries should be sent to Denver Browning, Editor, Special Programs Division, Office of Information, Room 536A, U.S. Department of Agriculture, Washington, DC 20250, or send to Browning's Dialcom mailbox AGR209, or call at (202) 447-2058. Communicators with USDA agencies, Land-Grant Universities and State Departments of Agriculture are encouraged to submit items to the editor for inclusion in both the electronic and printed versions.

**U.S DEPARTMENT OF AGRICULTURE'S 1987 YEARBOOK, "OUR AMERICAN LAND," RELEASED**

The 1987 Yearbook of Agriculture, "Our American Land," was released on November 5.

The new yearbook, the 86th edition of an annual publication that began in 1894, discusses all aspects of the ownership and use of our nation's land, from early Colonial times to the impacts of recent technology and legislation.

The 323-page hardback, the work of 86 authors, is divided into seven sections: "The Land and the Constitution," "Changing Patterns of Settlement," "Understanding the Land," "Managing Land Use," "Conserving Land," "Coping With Nature," and "New Directions." There are 63 chapters and nearly 100 black-and-white photographs.

Copies can be purchased for \$9.50 from the Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402.

11/5

**A LIST OF AGRICULTURE YEARBOOKS CURRENTLY AVAILABLE--TITLES AND PRICES**

Following is a list of Agriculture Yearbooks currently available. All other yearbooks are now out of print.

1948	Grass.	\$15.00
1973	Handbook for the Home.	\$12.00
1977	Gardening for Food and Fun.	\$12.00
1978	Living on a Few Acres.	\$13.00
1979	What's to Eat?	\$8.50
1980	Cutting Energy Costs.	\$12.00
1981	Will There Be Enough Food?	\$7.00
1982	Food from Farm to Table.	\$12.00
1983	Using Our Natural Resources.	\$7.00
1985	U.S. Agriculture in a Global Economy.	\$10.00
1986	Research for Tomorrow.	\$9.50
1987	Our American Land.	\$9.50

Your order and remittance should be sent to: Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402.

11/5

**USDA'S 64TH ANNUAL AGRICULTURAL OUTLOOK CONFERENCE TO BE HELD DECEMBER 1-3**

USDA's 64th annual agricultural outlook conference, "Outlook '88: Farm Prospects, Trade Issues," will be held December 1-3, at USDA headquarters in Washington, D.C.

This year's conference will provide unique insights into the prospects for U.S. and world agriculture, farmers, agribusiness, and consumers, by focusing on two themes: What does 1988 hold in store for farmers and commodities? and What will trade bills and GATT negotiations mean for agriculture?

Secretary of Agriculture Richard E. Lyng will deliver the keynote address, and also will moderate a panel of members of Congress and the Senate on the final morning of the conference.

Sessions include: Meeting Trade Challenges, Commodity Outlook, Trade Challenges, Rural Issues, For Consumers, Farm Finance, and Trade Forum.

(more)



The conference is free and open to the public, but pre-registrtion is advised. To receive conference information, contact: Ray Bridge, (202) 447-5447, Dialcom mailbox AGR072, or write to Outlook Conference, U.S. Department of Agriculture, Room 5143-S, Washington, DC 20250-3800.

If you can't attend, order the sessions of your choice on audio tape cassettes now, and receive them by late December. For full details, call (202) 447-3050, or write to the above address.

11/6

#### USDA'S NATIONAL AG LIBRARY AND EXTENSION SERVICE ESTABLISH RURAL INFO CENTER

The U. S. Department of Agriculture's National Agricultural Library (NAL) and Extension Service (ES) have jointly established a Rural Information Center (RIC), designed to serve as an information source for local government officials working to maintain the vitality of America's rural areas.

RIC combines the technical, subject-matter expertise of Extension's nationwide educational network with the resources of the largest agricultural library in the free world.

The information and services available through RIC will be easily accessible to local government officials through Extension's network of county and State offices. A telephone-computer network is being designed to link these offices with RIC's headquarters at NAL in Beltsville.

The Center will supply information on maintaining a competitive rural economy; local efforts to deal with structural change; the natural resource base; and rural services, facilities and support. It will offer four different services: information and referral, consultation, annotated bibliography, and future trends. A pilot system will be tested in three states during November and December with national operation scheduled to begin in January 1988.

For more information about RIC, contact Kathleen Hayes, Coordinator, Rural Information Center, Room 304, NAL, Beltsville, MD 20705, or Robert Lovan, National Program Leader, Natural Resources and Rural Development, Extension Service, USDA, Room 3869-S, Washington, DC 20250.

11/6

#### UTAH STATE UNIVERSITY COOPERATIVE EXTENSION NEEDS A COMMUNICATION SPECIALIST

The Utah State University's Cooperative Extension Service has an opening for a communication specialist to coordinate all media production in radio and television.

Duties will include functioning as the broadcast media producer of materials for broadcast throughout the state over commercial station markets, coordinating Cooperative Extension agent electronic media needs and statewide teleconferencing and workshops, assisting in the television production needs by functioning as producer and director of various television programs for academic departments and colleges on campus, and commercial production for state and federal clients.

Qualifications include a graduate degree in communications technology, media technology, or a related field, and a minimum of two years production experience in television and radio.

Send applications, resume, and letters of recommendation to: Robb Russon, Telecommunications Division, UMC 8500, Utah State University, Logan UT 84321.

Closing date is December 31.

11/13

**USDA/CSRS OFFICE OF SMALL-SCALE AGRICULTURE PUBLISHING ELECTRONIC NEWSLETTER**

The Office of Small-Scale Agriculture (OSSA), in USDA's Cooperative State Research Service, will be publishing a new bimonthly newsletter. OSSA invites their State cooperating institutions and other Federal and State agencies to submit items of interest to the small-scale farm audience for input in this newsletter.

The newsletter will be produced electronically. Send items to CSRS-USDA, Office of Small-Scale Agriculture, Room 635 Hamilton Building, Washington, DC 20250-2200, or Dialcom AGS4163.

11/13

**COMMEMORATIVE BOOK OF LETTERS AND GIFT PLANNED BY USDA'S EXTENSION SERVICE**

Ovid Bay will be leaving USDA's Extension Service for retirement at the end of the year. ES's Information and Communications staff is planning both a book of letters and an appropriate gift for him to commemorate his many years of service and devotion to agricultural communications here at USDA and across the country.

If you or your staff would like to contribute to either the book of letters or the gift, please send your contributions to: Ms. Alice McCoy, USDA/ES Information and Communications Staff, Room 3428-S, Washington, DC 20250-0900.

11/16

**USDA'S EXTENSION SERVICE HIRES NEW PUBLIC AFFAIRS SPECIALIST FROM NORTH DAKOTA**

USDA'S Extension Service has hired a new public affairs specialist, Cathy Selberg from North Dakota State University, for video, television and radio. She will be giving leadership to several projects, including developing radio services, coordinating and editing the "Information Technology" newsletter, and developing and producing satellite news features and videotapes.

Selberg will be calling State Cooperative Extension Service information staffs over the next several weeks to set up a contact list and to discuss cooperative projects and goals. She can be reached on (202) 447-6084 or by electronic mail on AGS096.

If you have any questions, please call Pat Calvert on (202) 447-6133.

11/16

**NEW MEXICO STATE UNIVERSITY'S AG INFO HAS AN OPENING FOR A MEDIA SPECIALIST**

New Mexico State University's College of Agriculture and Home Economics needs a media specialist for writing and editing of organizational publications and assisting in other communications projects.

Requirements include a Bachelor's degree, a minimum of three years experience, and ability to write for spoken word.

Send letter of application, three writing samples, and a list of three references to: Terry Canup, Dept. 3AI, Box 30003, Las Cruces, NM 88003.

Closing date was November 30.

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NOTE: Some job announcements may reach you too late in hard copy, but will be timely in their electronic version. -- Editor.  
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**UNIVERSITY OF ARIZONA, COLLEGE OF AGRICULTURE, SEEKS COMMUNICATIONS DIRECTOR**

The University of Arizona, College of Agriculture, is seeking a Director of the Office of Agricultural Sciences Communications, to manage personnel, media programs, and budget in non-teaching, non-research office.

The director is responsible for publications, press, and electronic media programs and relations.

Requirements include a Bachelor of Arts in administration, journalism, or a related area, and 6-years varied media experience with 3 in administration.

For further information contact: Fran Clanton, Office of Agricultural Sciences Communications, Forbes Bldg., University of Arizona, Tucson, AZ 85721.

Closing date is December 7.

11/24

**UNIVERSITY OF ARIZONA, COLLEGE OF AGRICULTURE, SEEKS ASSISTANT INFO SPECIALIST**

The University of Arizona, College of Agriculture, is looking for an assistant specialist, Information, Electronic Media to produce, direct, and consult in the area of video and audio production.

Requirements include a Bachelor of Science in a related field, plus 6-years experience.

Applicants must send a letter of intent and vita by Dec. 7, transcripts of grades and three current reference letters, mailed directly to the following address: Fran Clanton, Office of Agricultural Sciences Communications, Forbes Bldg., University of Arizona, Tucson, AZ 85721. Telephone 602-621-7176.

Closing date is December 16.

11/24

**U.S. GOVERNMENT PRINTING OFFICE HAS DEVELOPED A REGIONAL TRAINING 'PACKAGE'**

If you would like training on how to do business with the U.S. Government Printing Office (GPO), just call the regional GPO office nearest your location.

GPO's main office has recently developed a training package and sent it to all its regional offices for training agency personnel. If there is enough interest, GPO will bring the training package to your location.

Following is a list of GPO Regional Offices, approximate dates of training, and the telephone numbers of each office.

OFFICE	APPROXIMATE DATE	PHONE NUMBER
Atlanta, GA	November 1987	404-331-5198
Boston, MA	April 1988	617-565-3161
Chicago, IL	June 1988	312-353-3916
Columbus, OH	January 1988	614-469-6884
Dallas, TX	March 1988	214-767-0451
Denver, CO	Awaiting selection of manager	303-236-5292
Hampton, VA	January 11-15, 1988	804-873-2800
Los Angeles, CA	Awaiting selection of manager	213-297-1650
New York, NY	April 1988	212-620-3321
Philadelphia, PA	After Jan. 1988, monthly as needed	215-951-5585
San Francisco, CA	February 1988	415-974-0847
St. Louis, MO	February 1988	314-425-4371
Seattle, WA	March 1988	206-764-3726

11/25

**USDA'S AGRICULTURAL RESEARCH SERVICE SEEKS PUBLIC AFFAIRS SPECIALIST**

The Publications Branch of USDA's Agricultural Research Service is seeking a GS-1035-11/12 public affairs specialist for its Information Staff. The position is located in Beltsville, Md.

To apply for announcement number ARS-H28-020, contact: Lynn Parks, USDA, ARS, Personnel Division, Room 123, Bldg. 003, BARC-West, Beltsville, MD 20705. Telephone 301-344-2701.

Closing date is December 7.

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**DIRECTOR OF USDA'S OFFICE OF INFORMATION PLANS TO LEAVE POST ON DEC. 5.**

John M. McClung, director of USDA's Office of Information for the past 3-1/2 years, is resigning from his position.

McClung, 44, will begin a new job on Dec. 7, with the United Fresh Fruit and Vegetable Association, a national trade group headquartered in Alexandria, Va.

McClung joined USDA in May 1981, as director of information and legislative affairs for the Food Safety and Inspection Service. Prior to that he worked for Miller Publishing Company, Minneapolis, Minn., for 10 years, the last 8 as Washington bureau chief.

Dave Lane, deputy press secretary to the Secretary of Agriculture the last 6-1/2 years, will succeed McClung as USDA director of information. Prior to joining USDA, Lane was in a public affairs position with the Illinois Department of Agriculture. Before that he had worked for midwestern news media.

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**SEVERAL AGRICULTURAL COMMUNICATORS WIN NAGC AWARDS IN NATIONAL COMPETITION**

The National Association of Government Communicators presented about 150 "Gold Screen" and "Blue Pencil" awards to Federal, State and local government communicators at the NAGC's annual conference in Arlington, Va., recently.

Agricultural communicators walked away with several of the awards.

In the "Gold Screen" competition, USDA's Food Safety & Inspection Service had a winner with its videotape, "Food Safety Is No Mystery." Former FSIS visual information specialist, Yuen-Gi Yee, submitted the winning entry. The University of Florida's Institute of Food & Agricultural Sciences videotape entry, "Big Bend Broiler Production: An Opportunity Report," won honorable mention. The IFAS entry was submitted by Marshall Breeze, head of the audio-visual section, and Carl Breeden, head of the radio-television section.

Three first place "Blue Pencil" awards went to: USDA's Agricultural Research Service for its news release, "Electroantennograms Reveal How Insects Detect Scent," submitted by Bruce Schwartz, chief of the ARS' current information branch; the Kansas Agricultural Experiment Station for its general 4-color brochure, "Opportunity Knocking," submitted by Steve Morgan, editor, Kansas State University; and USDA's Forest Service for its visual design of a miscellaneous group (including maps, logos, business cards, pocket folders, etc.), "Mount St. Helens National Volcanic Monument Visitor Map," submitted by Don Oliver of the Pacific Northwest Region's information office.

(more)



Second place "Blue Pencil" awards went to the Agricultural Research Service for a one-color periodical for a general audience, "Agricultural Research" magazine, which was also submitted by Bruce Schwartz, and to USDA's Economics Management Staff for a book for a technical audience, "Embargoes, Surplus Disposal, and U.S. Agriculture," submitted by Enid Hodes and Linda Hatcher.

A third place award went to the Forest Service for a speech, "Increasing the Wealth of the Nation," submitted by Linda Russell.

And, honorable mention awards in the "Blue Pencil" competition went to: The Minnesota Department of Agriculture for its annual report, "Agriculture (1984-86 Biennium)," submitted by Karen Whiting; the Food Safety & Inspection Service for a periodical for a technical audience, "Food News for Consumers" magazine and for a visual design (poster group), "Spring-Cleaning the Kitchen," both submitted by Mary Ann Parmley; and the USDA Graduate School for its annual report, "1986 Annual Report, Graduate School, USDA," submitted by Brian Gray.

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## TWO FROM USDA NAMED OFFICERS OF NATIONAL ASSOCIATION OF GOVERNMENT COMMUNICATORS

Two USDA communicators have been elected to serve as officers of the National Association of Government Communicators for the coming year.

Stan Prochaska, chief of the USDA Office of Information's Special Programs Division, was named Vice President for Administration and President-elect. He is a charter member of NAGC, an organization of several hundred Federal, State and local government communicators. He has served previously on the board of the National Capitol Chapter and on the national conference program committee.

Leslie Wilder, public affairs specialist with USDA's Soil Conservation Service, was re-elected Vice President for Programs. She has been an NAGC member for 10 years. In addition to having served as Vice President for Programs the past year, thereby supervising the annual national conference, she also served as chair of the 1984 national "Blue Pencil" awards competition.

Prior to his assignment with USDA's Office of Information, Prochaska worked for USDA's Agricultural Marketing Service for 16 years, in the both the Southeast regional office in Atlanta, Ga., and in the Washington, D.C., headquarters, where he served as director of information. In addition to NAGC, he also has been an active member of the Agricultural Communicators in Education and the Society of Professional Journalists.

Wilder previously worked for USDA's Agricultural Marketing Service as the agency's publications manager and for USDA's Food & Nutrition Service. More recently she worked for the U.S. Consumer Information Center, where she managed the Center's 1986 public service advertising campaign.

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**CALENDAR OF UPCOMING COMMUNICATION EVENTS AND TRAINING OPPORTUNITIES**

November 30 - December 2:

9th Annual National Media Conference

Hilton Hotel, New York, New York -- \$695 (\$795 after Nov. 1)

Contact: Larimi Communications Associates, 1-800-634-4020

December 1-3:

"Outlook '88", USDA's 64th Annual Agricultural Outlook Conference

U.S. Department of Agriculture, Washington, D.C.

Contact: Raymond Bridge, World Agric. Outlook Board, 202-447-5447

December 3-4:

Newsletter Association Annual Financial Management Meeting

New York, New York -- \$395

Contact: Newsletter Association, 703-527-2333

January 17-19:

Communication Officers of State Depts. of Agriculture Annual Conference  
Portland, Oregon

Contact: Dalton Hobbs, Oregon Dept. of Ag. & COSDA Pres., 503-378-3773

February 17-18:

NYU/PRSA Public Affairs Management Seminars and Workshops

"Government Public Information Programs: Successful Strategies & Tactics"

"Thinking & Working Creatively in Public Affairs"

"Planning, Editing & Producing Successful Brochures & Pamphlets"

Hyatt Regency, Washington, D.C. -- \$545 for each 2-day workshop

Contact: New York Univ. School of Continuing Education, 212-682-1435

April 26-27:

NYU/PRSA Public Affairs Management Seminars and Workshops

"Management Strategies for Senior Public Affairs & PR Professionals"

"Marketing Strategies for Public Affairs & PR Professionals"

"Computerizing Public Affairs & PR Programs"

Hyatt Regency, Washington, D.C. -- \$695 for first one, \$595 other two

Contact: New York Univ. School of Continuing Education, 212-682-1435

(NOTE: Several workshops are offered by NYU/PRSA in New York City; if interested, call 212-682-1435 for schedule.)

May 10-12:

Ninth National Online Meeting

New York, New York

Contact: Learned Information, Inc., 609-654-6266

July 10-13:

Second Quadrennial Agricultural Communicators' Congress

J.W. Marriott Hotel, Washington, D.C.

Contact: Paul Weller, Agri-Washington, 202-745-1994

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(NOTE: Suggestions for this regular feature will be appreciated. -- Editor.)